



Tourism Development Commission Annual Report

Prepared by Holli Shannon, Tourism Assistant, December 21, 2018

Approved by the Tourism Development Commission on January 15, 2019

Web Site Address: <https://www.scottsdaleaz.gov/boards/tourism-development-commission>

Number of Meetings Held: 11

Public Comments: 11

Major Topics of Discussion / Action Taken:

- Reviewed proposed changes and priorities for the Tourism Development Fund, including Financial Policy 21A, Tourism-Related Operations and Capital Projects in January and in February the Commission moved **(5-2)** to make changes to financial policy 21A. Council moved to adopt Ordinance No. 4330 amending Comprehensive Adopted Financial Policy No. 21A by a vote of **6-1** on March 20, 2018. We had two public comments in January about this topic, from Sandy Schenkat & David Smith.
- Reviewed and made recommendation to approve the 2017 TDC Annual Report in February.
- In February, reviewed and made recommendations **(7-0) to support** the Fahrenheit Festival funding request in the amount of \$75,000 from tourism event development funds. City Council **approved recommendation (7-0)** on March 20, 2018.
- In February, reviewed and made recommendations **(7-0) to support** the Cinco de Mario Event funding request in the amount of \$70,000 from tourism event development funds. City Council **approved recommendation (7-0)** on March 20, 2018.
- Received an update on the Little Red Schoolhouse Design Project in February.
- In March, reviewed and made recommendations **(6-0) to support** the Canal Convergence Event in the amount of \$990,000 from the tourism funds. City Council **approved recommendation (6-0)** on April 10, 2018.
- Reviewed and approved the FY2018/19 Tourism Program Budget in March with a **recommendation vote of 5-1**. Council moved it forward at the budget meeting in April.
- Scottsdale Stadium Design Build Project Funding Request came in March and the commission voted in favor of recommending the funding of \$5,000,000 by a vote of 5-1. City Council **approved recommendation (7-0)** on March 20, 2018. We had three public comments regarding this project: Dennis Robbins, Dan Postal and Kevin Bolinger.
- Reviewed the Experience Scottsdale's quarterly reports in March, June, September and December.
- Reviewed and approved **(7-0)** FY 2018/19 Experience Scottsdale Destination Marketing Guide & Performance Measurements in April. Council approved **7-0** March 12, 2018.
- Reviewed in May and made **recommendations (5-0)** to support the Dia De los Muertos Funding Request in the amount of \$65,000 from tourism event development funds in June. City Council approved recommendation on consent on September 25, 2018. Sandy Schenkat and Brian Cannon made public comments on this item in May. Rad Masinelli made a public comment regarding this item in June.

- Reviewed and made **recommendations (5-0)** to support the International Off-Road Expo Funding Request in the amount of \$54,000 from tourism event development funds in June. City Council approved recommendation on consent on August 29, 2018.
- Reviewed and made **recommendations (5-0)** to support the City Baseball/Softball Outfield Fence Funding Request in the amount of \$17,482 from tourism event development funds in June. City Council approved recommendation on consent on August 28, 2018.
- Reviewed in May and in June, made recommendations **(3-2) to support** the Desert Botanical Garden Funding Request in the amount of \$250,000 from tourism event development funds. Sandy Schenkat made a public comment in May. This item was not taken to council.
- Reviewed and made recommendations **(5-0) to support** the International Wine & Food Event Funding Request in the amount of \$75,000 from tourism event development funds in August. City Council approved recommendation on consent on September 25, 2018.
- Reviewed and made recommendations **(5-0) to support** the Scottsdale ArtFest Event Funding Request in the amount of \$15,000 from tourism event development funds in October. City Council approved recommendation on consent on November 13, 2018.
- Received an update on the Fiesta Bowl in April.
- Received an update on the directional banner program in April.
- Received an update on Scottsdazzle and Western Week in April.
- Received an update on the Scottsdale's Museum of the West Marketing program in April.
- Received an update on the Stadium renovation project in August and November.
- Reviewed and **approved (4-1)** funding for the Scottsdale Gallery Association's guide with the funds from the Old Town Matching Marketing Program in August. City Council approved recommendation **on consent** on September 25, 2018.
- Reviewed the New Event Development Program in August.
- Received a recap of the Artwalk event from the multi-year funding contract in August.
- Had a discussion on the Old Town Matching Marketing program in October, November and December.
- Received a recap of the Parada del Sol Parade event from the multi-year funding contract in October.
- Received an update on the Sky Harbor Connection in October.
- Received an update on the Tourism Program FY 2019/20 Budget and Future Program Allocations in November.
- Reviewed the Longwoods International Travel USA 2017 Report in November.
- Reviewed and **made recommendations (6-0)** to support the Off-Road Expo Funding Request in the amount of \$75,000 from tourism event development funds in November. City Council approved on consent on January 8, 2019.
- Reviewed in March and made recommendations (7-0) regarding the FY18/19 Event Funding Programs in April. Council approved programs **on consent** on June 12, 2018.
- Reviewed and made recommendations on the events that applied for funding in all funding programs as recommended by the event working group in January, February, May, June,

August, September, November and December. Public comments were made on these events by the following people: Rene Salazar and Sandy Schenkat.

Current Member Attendance:

Member Name, Title	Present	Absent	Service Dates
David Scholefield, Chairperson	2	0	January to February*
Linda Dillenbeck, Chairperson	11	0	January to December
Camille Hill, Vice-Chair	10	1	January to December
Carl Grupp, Commissioner	10	1	January to December
Frank Ashmore, Commissioner	4	0	January to April*
Sherry Henry, Commissioner	7	1	April to December*
David Winter, Commissioner	8	3	January to December
Ken McKenzie, Commissioner	9	2	January to December
Richard Newman, Commissioner	3	1	September to December*

David Scholefield's term was up in February and his spot was filled in April by Sherry Henry. Frank Ashmore had to resign from his seat in April and his spot was filled in September by Richard Newman.

Subcommittees: None

Ethics Training: YES (video and sign off)

Selected Officers: Yes, March 20, 2018.

Reviewed Bylaws/City Code: No

Anticipated Key Issues: Reviewing new event development funding program and funding capital related projects.

Future Significant Work Products:

Upcoming Opportunities, Challenges, or Outcomes:

Additional Comments/Recommendations: If the Board/Commission wishes to add additional comments or recommendation(s) to the City Council, it can go in this section.

Report Approved on: